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September 24, 2007

Director of Patent and Trademark Office
U.S. Patent and Trademark Office
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Re: US Patent Application No. 10/669,791
For: SYSTEM AND METHOD FOR SEGMENTING
AND TARGETING
Our Reference No: 54820-00602

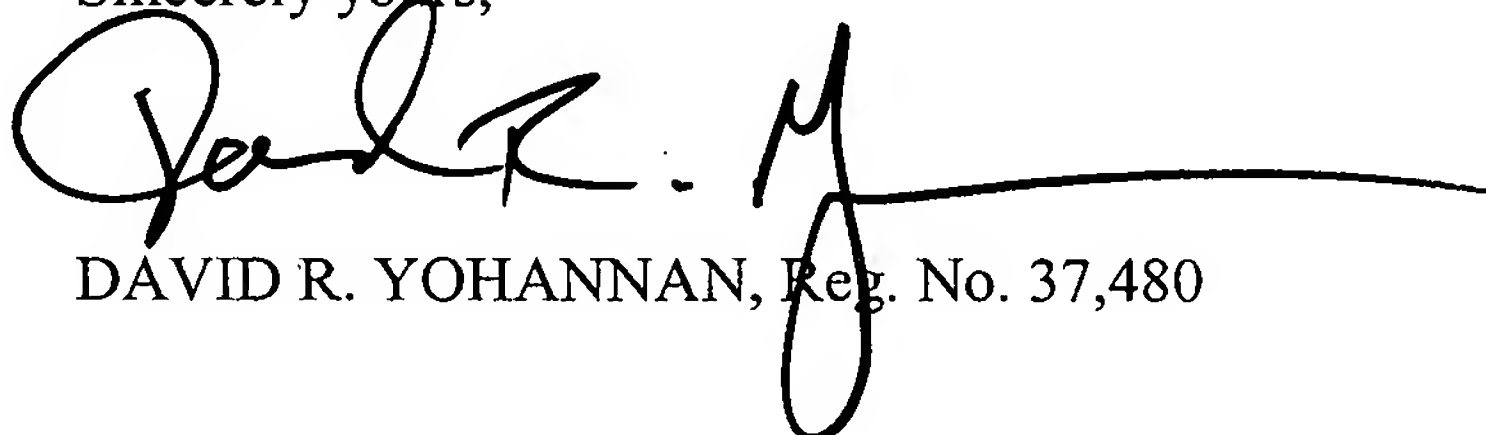
Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office are the following documents:

1. Transmittal Form (1 page);
2. Information Disclosure Statement (1 page); and
3. PTO/SB/08A along with cited references (213 pages).

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,



DAVID R. YOHANNAN, Reg. No. 37,480

Enclosures